To: 2210 - Atlanta ROU, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU,
1810 - Cinncinati ROU (WEBSTES), 6210 - Chicago ROU, 2610 - Dallas ROU,
6710 - Detroit ROU, 6910 - St. Louis ROU (PETERSA),
1210 - New York ROU (ALVICHA), 6310 - Minneapolis ROU (OBERGM),
1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP),
1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (COLEMAF)

From: Senko, Christine C.

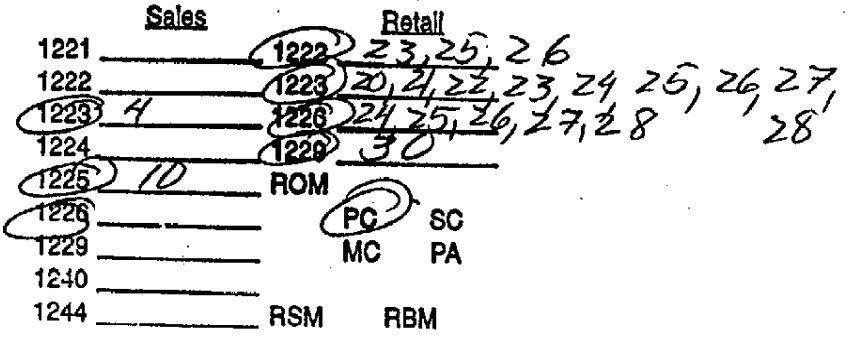
Posted: 9/18/96 17:34

Opened: 9/19/96 17:34

Subject: Revco Promotions

Attached, please find two (2) Revco promotions. One, Salem Buy-down and the other, Brentwood Private Label Buy-Down

CC: McGovern, M D.



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Source: https://www.industrydocuments.ucsf.edu/docs/lyby0000

TO:
1210/1310/1610/1710/1810/2110/2210/2310/2610/2910/6210/6310
6710/6910 - Attention: Retail Mgrs./Retail Reps
cc: M. D. McGovern

September 18, 1996

ACCOUNT NAME - REVCO CHAIN I. D. #0102-00-00

DIRECT ACCOUNT: Direct Chain SIS #: Various

PROGRAM PROMOTION	**Salem Buy-Down / Response to Kool**
STORES INVOLVED	**All Stores**
TIMING	**10/20/96 - 11/15/96**
PROGRAM DETAILS	**$.60 off two (2) packs**
BRANDS INVOLVED	**Salem - All Styles**
RETAIL REP ACTION NEEDED	**Place starburst POS on RJR FP display. Verify store / level implementation.**
DIRECT ACCOUNT ACCOUNTABILITY	N/A
CHAIN ACCOUNTABILITY	**Communicate program details to stores. Ensure price reduction via scan.**
ROU RESPONSIBILITY (ORDERING/ SHIPMENTS)	**Handle distribution of authorization to affected RJR personnel**
POQET REPORTING	**Per Regional Guidelines**
POS/Location	**Starburst POS / RJR FP display**
Program Sold by (RJR);	**Lori E. MacWilliams** VM #: 68998
Program authorized by:	**Rich Hunziker**
Authorization Letter:	**N / A**
Contact for Problems	RJR: Mitch McGovern VM #: 73348 Chain: Rich Hunziker - 216/425-9811
MISCELLANEOUS / COMMENTS	**N / A**

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Source: https://www.industrydocuments.ucsf.edu/docs/lyby0000

TO:
1210/1310/1610/1710/1810/2110/2210/2310/2610/2910/6210/
6710/6910 - Attention: Retail Managers/Retail Reps
cc: M. D. McGovern September 18, 1996

ACCOUNT NAME - REVCO CHAIN I. D. #0102-00-00

DIRECT ACCOUNT: Direct Chain SIS #: Various

PROGRAM PROMOTION	**Brentwood Private label Buy-Down**
STORES INVOLVED	**All Stores**
TIMING	**10/13/96 - 11/08/96**
PROGRAM DETAILS	**$.20 off a pack - $2.00 off a carton via scan**
BRANDS INVOLVED	**Brentwood - All Styles**
RETAIL REP ACTION NEEDED	**Verify store / level implementation**
DIRECT ACCOUNT ACCOUNTABILITY	N / A
CHAIN ACCOUNTABILITY	**Communicate program details to stores. Ensure price reduction via scan. Place Brentwood POS (window / counter).**
ROU RESPONSIBILITY (ORDERING/ SHIPMENTS)	**Handle distribution of authorization to affected RJR personnel**
POQET REPORTING	**Per Regional Guidelines**
POS/Location	**Window / Counter**
Program Sold by (RJR):	**Lori E. MacWilliams** VM #: 68998
Program authorized by:	**Rich Hunziker**
Authorization Letter:	**N / A**
Contact for Problems	RJR: Mitch D. McGovern VM #: 73348 Chain: Rich Hunziker (216/425-9811)
MISCELLANEOUS / COMMENTS	**N / A**

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Source: https://www.industrydocuments.ucsf.edu/docs/lyby0000